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Spotlight

ON FOREIGN MARKETING

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TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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FARM EXPORTS FOR 1965 EXCEED \$6.1 BILLION

Latest projections on fiscal year 1965 farm exports, based on 10 months actual and 2 months estimated, indicate another new record year, topping \$6.1 billion. It is the second successive year in which farm exports have exceeded \$6 billion.

These latest estimates indicate a sharp increase for fiscal 1965 in feed-grain exports, which are now projected at a new record level of 18.1 million metric tons, valued at nearly \$1 billion.

The value of oilseeds and products exported also approached \$1 billion, with advances over last fiscal year in soybeans, edible vegetable oils and protein meal. Increases from the 1963-64 fiscal year were also foreseen for tallow, hides and skins, and dairy products.

Although wheat shipments were forecast as down from a year ago, estimated total wheat exports of 725 million bushels would be the second highest on record, exceeded only by the 860 million bushels for 1963-64, when heavy exports were stimulated by the Russian wheat shortage. Declines in cotton and

CURRENT SERIAL RECORDS



President Johnson received Maid of Cotton Judy Hill at the White House in May before Judy's departure on the annual MOC tour of markets overseas.

tobacco exports were also anticipated as a result of increased foreign production.

Commercial sales for dollars are expected to account for nearly three-fourths of total exports again in fiscal year 1965, as they did in 1963-64. Food for Peace shipments account for the remaining one-fourth.

DUBLIN ATTACHE AND MARKET DEVELOPMENT CONFERENCE

Nineteen European countries were represented at a conference of U.S. agricultural attaches and cooperators in Dublin, Ireland, June 16-22. The attaches reviewed the agricultural situation and programs in each country with special emphasis on those to increase exports of U.S. agricultural products. Considerable attention was given to agricultural trade policy in the EEC countries. The conference was concluded with a two and one-half day workshop on the development of effective marketing plans in which both attaches and cooperators participated.

Three case studies were developed during the workshop—cotton in Belgium, wheat in the Netherlands and poultry in Greece. The workshop was divided into five sections for each of the five elements of marketing plans. Each section began with a discussion of the principles applicable to the subject, with a member of the Washington team serving as moderator. The participating groups were then asked to apply these principles to their case study, present their conclusions to the entire meeting and explain in detail the basis for their conclusions.

The cooperator representation consisted of Leslie Rogers, Cotton Council International; Ferenc Molnar, Soybean Council of America; Alex Boggio, National Renderers Association; Ted Fiedler and Gene Vickers, Great Plains Wheat; Allen Golberg, U.S. Feed Grains Council; and Ed Driggs, Institute of American Poultry Industries.

Those present from the Department of Agriculture included Assistant Secretary Dorothy H. Jacobson, Raymond A. Ioanes, David L. Hume, W.A. Minor, Horace J. Davis, and H. Reiter Webb.

As a result of suggestions made during the workshop, the Trade Projects Division has been asked to develop a system for insuring that USDA reports containing information of potential use in developing marketing plans are provided to cooperators. A related suggestion was that FAS consolidate basic data of interest to all cooperators for each country in which there is a large number of market development projects; the objective being to eliminate duplication of effort when several cooperators are gathering the same information.

ARTICLES OF INTEREST

The following articles of interest appeared in the April, 1965 issue of Management Review, American Management Association, 135 West 50th Street, New York, N.Y., 10020:

“Contract Research in Europe,” Charles R. Smith, the advantages and disadvantages of dealing with European research establishments.

“The Special Problems of International Long-Range Planning,” Irwin Goldman, points to be considered in the development of realistic plans.

“Checking Job Applicants - How Much Do You Need to Know?”, Glenn A. Bassett.

JAPANESE FILM LIBRARY

A library of commodity market development films has been established at the Agricultural Office of the U.S. Trade Center in Tokyo.

Through April, 1965, there had been 222 film showings to an estimated total audience of 63,508. To this could be added one TV showing of a film to an estimated audience of 119,000 viewers.

The films have been used by prefectural governments, a health institute, experiment stations, food and feed processing companies, trading firms, a prefectural youth council of horticulture, Rotary Club, and by FAS cooperators. The audiences have included farmer groups, staff personnel of food processors and trading firms, meat processors, meat traders and their customers, feed manufacturers, their sales agents, and their customers, extension workers, and the general public.

FEED GRAINS APPOINTS NEW REGIONAL DIRECTOR

G. Robert (Bob) Peterson has been appointed Far East Director of the U.S. Feed Grains Council with offices in Tokyo, Japan.

Mr. Peterson has recently returned to the United States from a three-year assignment as General Manager of Western Hatcheries, S.A., Mexico City. For eighteen years prior to 1960, he was associated with the Feed Division of the Pillsbury Company in various capacities. From 1955 to 1960 he was General Manager of Pillsbury's Feed Division, having been promoted to that job from the post of Director of Adver-



G. ROBERT PETERSON

tising and Sales Promotion. After leaving Pillsbury and before going to Mexico, Mr. Peterson served as Director of Industry Relations for the National Broiler Council where he helped to establish a new program of financial support for that organization.

Japan is a major overseas market for U.S. feed grains. In the five years since promotion programs were started by the Council in Japan, dollar sales to that country of U.S. corn, grain sorghums, barley and alfalfa (dehydrated and sun-cured) have increased from \$12 million to a projected sales volume of over \$180 million for calendar year 1965.

Mr. Peterson commences his new assignment this month, and he and Mrs. Peterson will be leaving for Japan about August 1.

NEW CITRUS MOVIE

Citrus fruits are starred in a 20-minute color film of the California-Arizona Citrus League currently being made for showings to homemakers and students in 13 European countries.

Present plans are to distribute copies of this educational film in Austria, Belgium, Denmark, England, Finland, France, Ireland, the Netherlands, Norway, Scotland, Sweden, Switzerland, and West Germany.

Shooting and editing of the film have been completed, and seven sound tracks will be recorded—in Danish, Dutch, English, French, German, Norwegian and Swedish—for use in the appropriate countries. Distribution of the film is scheduled to start the first of the year in France, Germany and England.

Approximately one-third of the movie is devoted to showing California-Arizona citrus being grown, packed, shipped to Europe and marketed. The remainder of the film deals primarily with the preparation and serving of various citrus fruit dishes. Each recipe was chosen on the basis of its potential for becoming popular in the countries where the film is to be shown. Fresh citrus snacks, appetizers, desserts and drinks are shown as well, and the health value of citrus is stressed.

This is the second major film of the California-Arizona Citrus League. The first film has been showing in movie theaters in France since March, 1963 and to date has been seen by close

to 2 million people. English and German language versions of this documentary have also been made, and copies (with appropriate subtitles where necessary) are now being shown in 9 other European countries.



R. Z. Eller, Director of Advertising/Merchandising, Sunkist Growers, examining the new market development film for promotion of California-Arizona citrus. At the left is the producer, John Haeseler, and at the right, Gail Anderson, Sunkist Assistant Advertising Manager.

Cooperators and attaches with market development items of interest to other cooperators and attaches are invited to send their contributions to SPOTLIGHT. Photos also will be welcomed.



HERE and THERE

The Consumer Pilot Program of Cotton Council International in the Netherlands is off to a good start. Manufacturers, distributors and retailers report good to excellent results from the Cotton White Week for household textiles. One buying organization reported sales twice those of the same week in 1964. A consumer survey shows nearly unanimous favorable reactions to the cotton ads by magazine readers and indications that consumers definitely increased purchases of towels, sheets and pillow cases during the promotion.

The Soybean Council had several important visitors in the U. S. last month whose visits may pave the way to future sales of soybeans and soybean oil. Abdeljelil Mahbouli, President, Director General, Fats and Oils Imports, Tunisia, was here looking over the soybean production areas, processing plants, and New Orleans port facilities. A 6-man Japanese margarine team was also here, largely at their own expense to see how vegetable oil is used in the processing of U. S. margarine.

Karl Shoemaker, Assistant Attache in London, had this to say about market development on a visit to FAS/Washington last month: "In the U. K. you have to run pretty fast to keep even. It is an open market and competition from other countries is keen."

Eleven British stores had sales of U. S. foods totaling nearly \$50,000 as a result of American in-store promotions staged in cooperation with the London office of Agricultural Attache. Sales in the various stores were up 50 to 200 percent compared to pre-promotion sales with sales of some products increasing five to six times.

The acceptability and usefulness of a soy beverage is to be tested in a pilot study to be conducted by the Department of Agriculture in Brazil, India, Hong Kong, Taiwan, Korea, and the Philippines through a cooperative program with AID and the voluntary agencies working under the Food for Peace program. On the basis of the study, it is hoped to determine the commercial export potential for the soy beverage.

American turkey was news for food editors, chefs, photographers and restaurant managers in Japan during a 2-week visit of Paul Brunet, chef for the Palmer House, Chicago, and winner of the 1964 National Turkey Federation recipe contest. Under the sponsorship of the Institute of American Poultry Industries, Paul conducted demonstrations at the March 8-19 U. S. processed foods show for Sweet-sour Turkey Mignon, Yakitori, and other American and Japanese style poultry dishes. He also gave lectures to a number of consumer and professional groups throughout the country. Considerable publicity resulted.

Cotton Council International has opened a country office at 42 Hertford Street, Park Lane, London W. 1, England. Peter Pereira is the Country Director. Executive Director Read Dunn, who for the past year has been stationed in Brussels as the European Director is now back in the U. S. and working out of the CCI office in Washington, D. C. Leslie S. Rogers is the new European Director. Carl C. Campbell will be the Assistant Director for all overseas operations.

Great Plains Wheat has moved its U. S. headquarters from Garden City to 292 New Brotherhood Building, Kansas City, Kansas 66101. A new member of its staff is Gary L. Whiteley, Lincoln, Nebraska, Administrator for the Nebraska Wheat Commission since 1963. Gary will spend several months in the Kansas City and Washington, D.C. offices of Great Plains in preparation for a foreign post.

The Japanese Cotton Promotion Institute, a third-party cooperator of Cotton Council International, celebrated its 10 anniversary in May. Awards and certificates were presented to those who had made a significant contribution to the Institute. A congratulatory message was received from Secretary Freeman.

Japan's first International Livestock Show, held April 10 - May 10, 1965, proved to be a big success with a paid attendance of 236,160 people. Sales of animals indicate that the U. S. exhibit was well accepted. Of the 68 U. S. animals exhibited, 56 were sold during the exhibit, compared with 9 of the 39 for Australia, 0 of 5 for New Zealand, 4 of 21 from Canada, and 27 of 54 from the United Kingdom.

The Institute of American Poultry Industries got some extra mileage in West Germany by tying in with Rheinische Buntpapier-Fabrik, manufacturers of a popular household foil wrap in that country. The manufacturer printed leaflets illustrating how poultry parts can be baked wrapped in foil. These were given wide distribution throughout the country at no cost to IAPI.

A five-man German information team of prominent journalists, radio and TV representatives will be in the U. S. July 11-30 gathering information on American agriculture for articles and broadcasts in West Germany. Visits to ranches, family farms, a German-American farm community, major producing areas, and processing plants are planned. An FAS project is covering the transportation costs and the team members are paying the balance.

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OVERSEAS OFFICES
OF
U. S. MARKET DEVELOPMENT COOPERATORS

COOPERATORS OVERSEAS OFFICES LISTED BY COMMODITY

COTTON

Cotton Council International:

| | |
|---------|---------|
| Belgium | Germany |
| England | Norway |

DAIRY & POULTRY

Dairy Society International:

| | |
|-------|---------|
| Chile | Lebanon |
|-------|---------|

Institute of American Poultry Industries:

| | |
|---------|-------------|
| Germany | Netherlands |
| Italy | Japan |

FATS & OILS

American Soybean Association:

Japan

Soybean Council of America, Inc.:

| | |
|----------|----------|
| Colombia | Morocco |
| Egypt | Pakistan |
| Germany | Spain |
| India | Turkey |
| Iran | |

FRUIT & VEGETABLE

National Canners Association:

Belgium

Florida Citrus Commission:

Belgium

Dried Fruit Association of California:

Netherlands

California-Arizona Citrus Industry:

Belgium

FRUIT & VEGETABLE

Northwest Horticultural Council:

England

GRAIN & FEED

Great Plains Wheat, Inc.:

| | |
|-------------|-----------|
| Brazil | Peru |
| Netherlands | Venezuela |

Wheat Associates, U.S.A., Inc.:

| | |
|-------|-------------|
| India | Philippines |
| Japan | |

U. S. Feed Grains Council:

| | |
|----------|-------------|
| Colombia | Italy |
| England | Japan |
| Germany | Netherlands |
| Greece | Spain |

Rice Council for Market Development:

| | |
|---------|----------------------|
| Belgium | Rep. of South Africa |
| Denmark | Sweden |
| England | Switzerland |
| Germany | |

LIVESTOCK & MEAT PRODUCTS

National Renderers Association:

| | |
|-------|-------|
| Italy | Japan |
|-------|-------|

TOBACCO

Tobacco Associates, Inc.:

Belgium

COOPERATOR OVERSEAS OFFICE ADDRESSES LISTED BY COUNTRY

BELGIUM:

Leslie S. Rogers
European Director
Cotton Council International
10 Rue du Commerce
Brussels 4
(Phone: 13.83.10)

Don R. Thompson, Representative
California-Arizona Citrus Industry
52 Rue du Progres
Brussels 1
(Phone: 18.44.70)

Frank C. Elliott, Representative
National Cannery Association
52 Rue du Progres
Brussels 1
(Phone: 18.44.70)

Alfred LaRocque, Representative
Florida Citrus Commission
36 Rue du Praetere
Brussels 5
(Phone: 47.89.08)

Mary Ellen Ciselet, Country Director
Rice Council for Market Development
223 Avenue Louise
Brussels 5
(Phone: 47.68.28)

J. D. Payne, Director of European Office
Tobacco Associates, Inc.
66 Rue Royale
Brussels 1
(Phone: 11.50.68)

BRAZIL:

3

Otto Schlodtmann, Assistant to Director
Great Plains Wheat, Ltda.
Edificio Avenida Central S/2222
Avenida Rio Branco 156
Rio de Janeiro
(Phone: 42-4413 or 42-7846)

CHILE:

Antonio Diaz M., Country Coordinator
Programa Lacteo para Chile
Dairy Society International
Merced 230, Casilla 2465
Santiago
(Phone: 392-067)

COLOMBIA:

Franklin Martinez, Acting Director
Soybean Council of America, Inc.
Calle 13, No. 6-82, Oficina 506
Apartado Aereo 12-294
Bogota
(Phone: 34-53-50 or 34-63-62)

Carlos Van Cotthem
Latin American Director
U. S. Feed Grains Council
Carrera 10, No. 19-64
Oficina 704
Apartado Aereo 12290
Bogota
(Phone: 34-60-71)

DENMARK:

Inger Mortensen, Country Director
Rice Council for Market Development
Rialto Complex, Howitzueg 1
Copenhagen
(Phone: GO-1116)

EGYPT:

4

Andre Tawa, Country Director
Soybean Council of America, Inc.
8, Dr. Abdel Hamid Said Street
Cairo
(Phone: 50.789)

ENGLAND:

Peter Pereira, Country Director
Cotton Council International
42 Hertford Street, Park Lane
London, W. 1
(Phone: HYD-5750)

Norman Comben, Country Director
U. S. Feed Grains Council
United Kingdom and Eire Locomotive House
30-34 Buckingham Gate
London S. W. 1
(Phone: VIC-3181)

Ann Smith, Country Director
Rice Council for Market Development
87 Nottinghill Gate
London, W. 11
(Phone: BAY-9947 or 9948)

John M. Schooley, European Representative
Northwest Horticultural Council
49 Wellington Street
Covent Garden
London W. C. 2
(Phone: Temple Bar-8696)

WEST GERMANY:

Astrid Limberger, Country Director
Rice Council for Market Development
Freiherr-Vom-Stein-Str. 9
6 Frankfurt/Main
(Phone: 72-95-34)

Dieter Frank, Regional Representative
Cotton Council International
Schaumainkai 91
6 Frankfurt/Main, S. 10
(Phone: 68-21-53)

Edmund H. Driggs, European Director
Peter H. Pohl, Country Director
Institute of American Poultry Industries
Schillerstrasse 15
Frankfurt/Main
(Phone: 28-79-15)

Dr. Karl W. Fangauf, Country Director
Soybean Council of America, Inc.
Pelzerstrasse 13
Hamburg 1
(Phone: 33-62-32)

Egon Schoel, Country Director
U. S. Feed Grains Council
Ballindamm 9
Hamburg 1
(Phone: 33-87-86)

GREECE:

Themos A. Lykiadopulo
Country Director
U. S. Feed Grains Council
5 Neofit du Douka Street
Athens 138
(Phone: 718.431)

INDIA:

Dale Douglas, Country Director
Wheat Associates, U.S.A., Inc.
116 "E" Crescent
Chanakya Puri
New Delhi
(Phone: 357.24)

INDIA (Cont'd.):

Maharajkumar Virendrasingh
Country Director
Soybean Council of America, Inc.
C-104 Defense Colony
New Delhi
(Phone: 766.72)

IRAN:

John P. Tucei, Acting Country Director
Soybean Council of America, Inc.
Taghinia Building, Saadi Avenue
Tehran
(Phone: 30-33-77)

ITALY:

Alessandro Morgante, Country Director
Institute of American Poultry Industries
Via XX, Settembre 5
Rome
(Phone: 463-216)

Alexander Boggio, European Director
National Renderers Association
Via Abruzzi, 25
Rome
(Phone: 479-386)

Allen W. Golberg
European Director of Programs
U. S. Feed Grains Council
Via XX, Settembre 5
Rome
(Phone: 487-034)

Dr. Romano Graziani, Country Director
U. S. Feed Grains Council
Via XX, Settembre 5
Rome
(Phone: 487-034)

John J. Ward, Director
Transition Office
Soybean Council of America, Inc.
Via Parigi 11
Rome
(Phone: 478-951)

JAPAN:

Katsunara Toyoda, Country Representative
Institute of American Poultry Industries
KBK Building, Rooms 517-518
7-3 Tamachi
Akasaka, Minato-Ku
Tokyo
(Phone: 583-2167)

S. Hayashi, Managing Director
Japanese-American Soybean Institute
Nikkatsu International Building, Room 410
Tokyo
(Phone: 271-8963)

James L. Hutchinson, Far East Marketing
Director
Wheat Associates, U.S.A., Inc.
Toranomom Sangyo Biru, Room 902
No. 1, Shiba-Kotohira-Cho
Minato-Ku,
Tokyo
(Phone: 501-9192)

George R. Peterson, Far East Director
U. S. Feed Grains Council
Blue Building, 5th Floor
1 Enokizaka-Cho, Akasaka
Minato-Ku
Tokyo
(Phone: 583-4260)

James Y. Iso, Far East Director
National Renderers Association
Akiyema Building
25 Nishikubo Akenfuncho
Shiba, Monatoku
Tokyo
(Phone: 501-0881 or 0882)

LEBANON:

D. N. Khurody
Regional Coordinator (Asia)
Dairy Society International
Saroulla Building
P. O. Box 5613
Hamra Street
Beirut
(Phone: 293203)

MOROCCO:

Hassan Guessous, Director
Soybean Council of America, Inc.
46 Avenue De L'Armee Royale
Casablanca
(Phone: 257-53)

NETHERLANDS:

Theodore F. Fiedler, Regional Director
Marx Koehnke, Director for Europe
Great Plains Wheat, Inc.
E. N. Gebouw
Coolsingel 6
Rotterdam
(Phone: 139-155)

Leonard van der Velden, Benelux Director
Institute of American Poultry Industries
31 Westerkade
Rotterdam 2
(Phone: 120-920)

Georg Schneider, Representative
Dried Fruit Association of California
Mathenesserlaan 259
Rotterdam
(Phone: 010-51225)

Fred Maywald, Export Representative
U. S. Feed Grains Council
Coolsingel 6
Rotterdam 1
(Phone: 134-525)

NORWAY:

Per Alme, Regional Representative
Cotton Council International
40 Drammensveien
Oslo 2
(Phone: 44.05.90)

PAKISTAN:

Rustom S. Patel, Country Director
Soybean Council of America, Inc.
512 Qamar House, Bunder Road
Karachi 8, W. Pakistan
(Phone: 372-63)

PERU:

Carl Allam, Director
South American Regional Office ,
Great Plains Wheat, Inc.
Central Comercial Todos
Oficina 201
Paseo de La Republica
3440 Lima
(Phone: 28003 or 21507, Ext. 902)

PHILIPPINES:

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Fred **S**chneider, Country Director
Wheat Associates, U.S.A., Inc.
L&S Building, Suite 306
1414 Dewey Boulevard
Manila
(Phone: 5-21-49)

REPUBLIC OF SOUTH AFRICA:

Jeanette Louw, Country Director
Rice Council for Market Development
506/7 Barclays Bank Building
Kruis and Fox **S**treets
Johannesburg
(Phone: 23-9047)

SPAIN:

Jose Javier Rivera Larraya
Country Director
U. **S**. Feed Grains Council
Edificio Espana, Grupo 3
Planta 7, Oficina 2
Madrid
(Phone: 248.90.90)

Ferenc Molnar, Executive Vice President
Soybean Council of America, Inc.
Supervision **S**ervicing Office
Edificio Espana, Grupo 3
Planta 7, Oficinas 8 y 9
Madrid 13
(Phone: 2478-901 or 902 or 903)

Gonzalo Rivera, Country Director
Soybean Council of America, Inc.
Edificio Espana, Grupo 3
Planta 7, Oficinas 8 y 9
Madrid 13
(Phone: 2478-901 or 902 or 903)

SWEDEN:

11

Mary Jean Nelson, Country Director
Rice Council for Market Development
Sveavagen 137
Stockholm V a
(Phone: 33-74-00)

SWITZERLAND:

Rice Council for Market Development
Badenerstrasse 156
Zurich 4
(Phone: 27-22-55)

TURKEY:

Vasfi Hakman, Country Director
Soybean Council of America, Inc.
Gazi Mustafa Kemal Bulvari
Avrupa Han Daire 6
Ankara
(Phone: 12-71-62)

VENEZUELA:

D. E. Williams
Director for Latin America
Great Plains Wheat, Inc.
Apartado 11450, Chacao
Caracas
(Phone: 333171)

